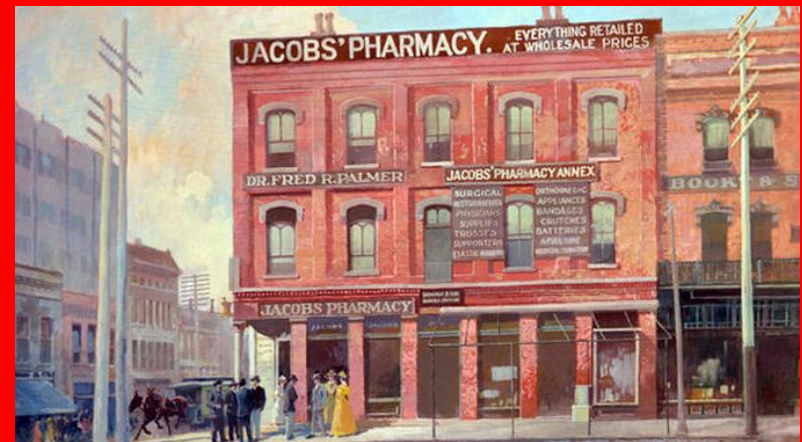
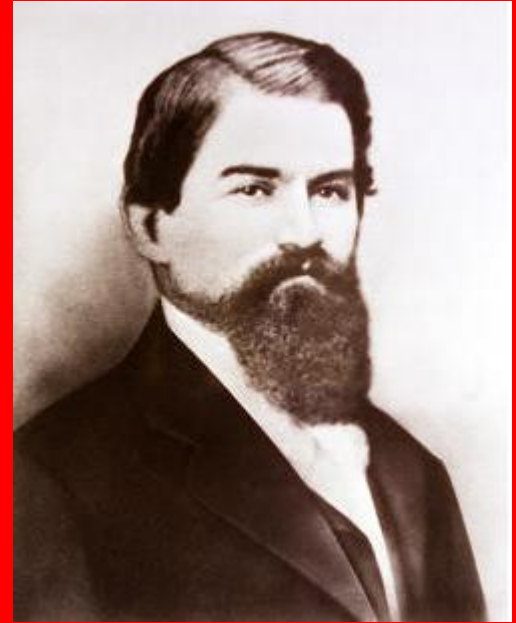


Coca Cola

Story of Coca Cola

In 1886 the story of Coca Cola started in Atlanta. A pharmacist, John Pemberton, wanted to make a syrup for cure the stomachache. But the syrup became in the famous secret recipe.

Jacobs pharmacy was the first pharmacy which bought the drink. It cost about 5 cents. The pharmacy bought only nine drinks each day.



Pemberton thought that his beverage was wonderful. His accountant, Frank Robinson, designed the logo and the brand. In 1891 the Candler brothers and Robinson found the Coca-Cola Company. Two years later, they registered the brand.

COCA-COLA.

DELICIOUS!

REFRESHING!

EXHILARATING!

INVIGORATING!

The New and Popular Soda Fountain Drink, containing the properties of the wonderful Coca plant and the famous Cola nuts. For sale by Willis Venable and Nunnally & Rawson.



The model of bottlers



Eleven years later, the company diffused the drink around the USA. Next, it gave the recipe to the bottlers. The bottlers produced the drink. Then they distributed it and next they bought it. Two lawyers, Benjamin Thomas y Joseph Whitehead had the first concession of Coca Cola Company.

The most famous bottle was born

The Company had a problem. Each bottler used to use different bottles. In consequence in 1915, the company made a competition to choose a particular bottle. The winner was Alexander Samuelson.



The can and his expansion



In the 20s the company made a box for six bottles. It was easiest to carry the beverage. In the 40s military helped to popularize the drink because they carried the drink to the Second World War. Then Coca Cola stayed in Spain at the beginning of 50s.

Gifts of Coca Cola



Others products of Coca Cola

Company



POWERADE.



Coca Cola Foundation and Environment



Helps countries with social problems

Saves the environment





The Competition

The birth of Pepsi in 1893 was a problem for Coca Cola. One of the former owners of Coca Cola bought Pepsi Company. At the beginning Coca Cola was the brand leader in the USA. But then, Pepsi started to produce a lot of products, in consequence it was a serious problem.



Coca Cola at the Moment

Actually the company doesn't stop growing up. In 1886 it started to buy in a pharmacy. Now there are twenty-four points of sales around the world. Coca Cola brand is considered the most valuable company in the world. Coca Cola word is the second most important famous word in the world.









The background is a complex collage of various Coca-Cola branding elements. It includes multiple instances of the classic script logo in white on red backgrounds, as well as the wordmark in different colors and fonts. There are also images of glass bottles, some with green labels, and circular medallions. Text elements like 'SOLD HERE', 'ICE COLD', 'DRINK', '5¢', 'FREE', 'AT THE FOUNTAIN OF', 'ALWAYS', 'COKE', and 'WE LET YOU SEE THE BOTTLE' are scattered throughout. The overall color palette is dominated by red, white, and green.

The End